

# **Price & Distribute Products**

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# Vocabulary

**Price:** money customers must pay for a product or service

**Distribution:** the location methods used to make a product or service available to the target market

**Channel of Distribution:** the route a product follows and the businesses involved in moving a product from the producer to the final consumer

**Channel Members:** the businesses that take part in a channel of distribution

# Price a Product

## Key Words

- Selling Price
  - Product Cost
  - Operating Expenses
  - Profit
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- Markup
  - Markdown

# Pricing Factors

- Supply & Demand
- Uniqueness
- Age
- Season
- Complexity
- Convenience



# Channels of Distribution

- Differences in Quantity
- Differences in Assortment
- Differences in Location
- Differences in Timing

# Channels and Channel Members

Key words

- Direct channel of distribution
- Indirect channel of distribution
- Retailers

# Works Cited

Dlabay, Les R., Jim Burrow, Brad Kleindl, and Steven A. Eggland. *Intro to business*. 7th ed. Mason, OH: South-Western Cengage Learning, 2009. Print.